

### Claims

1. A water-soluble pouch for use in an automatic dishwashing machine comprising one or more dishwashing compositions in a unit dose form, said water-soluble pouch having a degree of deformability greater than about 5% and a shape and size such that said water-soluble pouch occupies more than about 40% of the volume of an individual compartment of a dispenser compartment of an automatic dishwashing machine that has one or more individual compartments when said dispenser compartment is in a closed state.
2. The water-soluble pouch of Claim 1 wherein the shape and size of said water-soluble pouch are such that said pouch occupies more than about 40% of a volume that is of a size in the range from about 15 ml to about 70 ml.
3. The water-soluble pouch of Claim 1 having a degree of deformability greater than about 8% and a shape and size such that said water-soluble pouch occupies more than about 50% of the volume of the dispenser compartment of an automatic dishwashing machine when said dispenser compartment is in a closed state.
4. The water-soluble pouch of Claim 3 wherein the shape and size of said water-soluble pouch are such that said pouch occupies more than about 50% of a volume that is of a size in the range from about 15 ml to about 70 ml.
5. The water-soluble pouch of Claim 1 having a degree of deformability greater than about 10% and a shape and size such that said water-soluble pouch occupies more than about 60% of the volume of the dispenser compartment of an automatic dishwashing machine when said dispenser compartment is in a closed state.
6. The water-soluble pouch of Claim 5 wherein the shape and size of said water-soluble pouch are such that said pouch occupies more than about 60% of a volume that is of a size in the range from about 15 ml to about 70 ml.

7. The water-soluble pouch of Claims 1, 2, 3, 4, 5, or 6 wherein said water-soluble pouch has a shape and size such that it is in a state of compression when it is the dispenser compartment of an automatic dishwashing machine and said dispenser compartment is in a closed state.
8. The water-soluble pouch of Claim 1 wherein said pouch comprises at least one piece of water-soluble film that at least partially encloses said one or more dishwashing compositions.
9. The water-soluble pouch of Claim 8 wherein said at least one piece of water-soluble film comprises polyvinyl alcohol.
10. The water-soluble pouch of Claim 8 wherein at least one piece of water-soluble film is thermo-formed into a configuration for at least a portion of said water-soluble pouch.
11. The water-soluble pouch of Claim 8 wherein at least one piece of water-soluble film is vacuum-formed into a configuration for at least a portion of said water-soluble pouch.
12. A water-soluble pouch of Claim 8 comprising a single compartment for said one or more dishwashing compositions.
13. The water-soluble pouch of Claim 12 wherein said one or more dishwashing compositions comprises a gel.
14. The water-soluble pouch of Claim 13 wherein said gel is translucent.
15. The water-soluble pouch of Claim 13 wherein water-soluble pouch contains an air bubble therein.

16. The water-soluble pouch of Claim 15 wherein said air bubble has a volume of up to about 50% of the volume of said pouch.

17. A water-soluble pouch according to Claim 13 that displays anisotropic deformability.

18. The water-soluble pouch of Claims 1, 12, or 13 wherein said one or more dishwashing compositions comprises a builder selected from the group consisting of: citrates, carbonates; polyphosphates; silicates; and mixtures thereof.

19. The water-soluble pouch of Claims 1, 12, or 13 wherein said one or more dishwashing compositions comprise at least the following ingredients: potassium tripolyphosphate and a citrate.

20. The water-soluble pouch of Claim 19 wherein said one or more dishwashing compositions comprise one or more enzymes.

21. The water-soluble pouch of Claim 20 wherein said one or more enzymes comprise protease and amylase enzymes.

22. A water-soluble pouch of Claim 8 comprising more than one compartment for said one or more dishwashing compositions.

23. The water-soluble pouch of Claim 22 comprising at least one compartment containing a powder composition.

24. The water-soluble pouch of Claim 23 wherein said powder composition comprises a builder selected from the group consisting of: citrates, carbonates; polyphosphates; silicates; and mixtures thereof.

25. The water-soluble pouch of Claim 24 wherein said builder comprises a polyphosphate.

26. The water-soluble pouch of Claim 25 further comprising a carbonate.
27. The water-soluble pouch of Claim 26 further comprising a silicate.
28. The water-soluble pouch of Claim 23 wherein said powder composition further comprises one or more enzymes.
29. The water-soluble pouch of Claims 23 or 28 wherein said powder composition further comprises a bleaching agent.
30. The water-soluble pouch of Claim 29 wherein said bleaching agent comprises a particulate bleach.
31. The water-soluble pouch of Claim 29 wherein said bleaching agent is selected from the group consisting of: sodium perborate and sodium percarbonate.
32. The water-soluble pouch of Claim 23 wherein said multi-compartment pouch comprises at least one compartment separate from the compartment containing said powder composition, and said separate compartment contains a liquid composition.
33. The water-soluble pouch of Claim 32 wherein the compartment of said water-soluble pouch containing said liquid composition contains an air bubble therein.
34. The water-soluble pouch of Claim 32 wherein said liquid composition comprises at least one non-ionic surfactant.
35. The water-soluble pouch of Claim 34 wherein said liquid composition further comprises a solvent.
36. The water-soluble pouch of Claim 32 wherein said liquid composition and said powder composition have different colors.

37. The water-soluble pouch of Claim 32 wherein said liquid composition and said powder composition have different opacities.

38. A water-soluble pouch for use in an automatic dishwashing machine comprising one or more dishwashing compositions in a unit dose form, said water-soluble pouch comprising at least one piece of water-soluble film that at least partially encloses said one or more dishwashing compositions, said water-soluble pouch having a degree of deformability greater than about 5% and a shape and size such that said water-soluble pouch occupies more than about 40% of a container that is of a size in the range from about 15 ml to about 70 ml.

39. The water-soluble pouch of Claim 38 wherein said water-soluble pouch has a shape and size such that it is in a state of compression when it is confined within such a container.

40. A water-soluble pouch for use in a method of washing dishware/tableware in an automatic dishwashing machine which has a single or multi-compartment product dispenser which is normally closed and sealed after charging said machine and prior to delivery of a dishwashing product into the wash liquor, wherein said water-soluble pouch comprises one or more dishwashing compositions in a unit dose form, said pouch having a degree of deformability greater than about 5% and a shape and size such that said pouch occupies more than about 40% of the volume of the corresponding compartment of said product dispenser in its closed state, wherein said method comprises the step of contacting said dishware/tableware with said one or more dishwashing compositions in said pouch.